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United States Department of Agriculture
Agricultural Adjustment Administration
Division of Information

Reserve
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April 24, 1941.

QUOTES ON WHEAT MARKETING QUOTA ISSUES 0

"I believe the AAA has a definite responsibility in this referendum to inform farmers of the alternative choices. I would feel that I had shirked my responsibility if, after the referendum, a lot of farmers said they didn't know the whole story. I want every wheat farmer in the United States to know just exactly what is involved in this referendum." -- R. M. EVANS, AAA ADMINISTRATOR, Address at Enid, Okla., April 3, 1941.

W H Y Q U O T A S

CLAUDE R. WICKARD - - - - - Protecting Reserves

"Our Ever-Normal Granary for wheat is full, and all of us as consumers can rest assured because of that. But we would be lulling ourselves with false security if we did not see that those large reserves are safely handled. The wheat grower, of course, is interested in holding the surplus so it will not wreck his price and send him into bankruptcy as the surpluses of the early 30's did to many a wheat farmer. The consumer is also interested in the safe storage of reserves so he can know the wheat is there when he wants it and at a fair price." -- SECRETARY OF AGRICULTURE, a statement for The Daily Pantagraph, Bloomington, Ill., April 17, 1941.

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R. M. EVANS - - - - - Controlling Surplus

"In times like these, this country needs a big reserve of wheat safely stored. And we do have a big reserve effectively handled in the Ever-Normal Granary. But, while we need good-sized reserves, we can't afford to let them get out of control." -- AAA ADMINISTRATOR, Address at Enid, Okla., April 3, 1941.

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N. E. DODD - - - - - Democracies No Market

"Right now the whole country is concerned with aid to the democracies and some groups in both agriculture and industry will have to increase their output in order to do their part. But all this doesn't change the wheat picture. The simple truth is that we have nearly twice as much wheat as we need, yet the democracies will not be able to take -- even as a gift -- enough wheat to affect our surplus wheat problem." -- WESTERN DIVISION DIRECTOR, Radio Transcription, April 10, 1941.

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R. M. EVANS - - - - - Export Market Gone

"When you think about the submarines which stalk their prey on the sea routes today, think of the wheat farmer too. When you think of the planes which dart from their bases with bombs to sink ships, think of the wheat farmer. For this all means that there isn't enough foreign market left even to dent our supply. Let me say it this way: As things now stand, for all practical purposes, the wheat farmer's export market is gone. Our aid to England and to our other friends abroad will not affect the wheat we have on hand." -- AAA ADMINISTRATOR, Radio Transcription, April 15, 1941.

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W. G. FINN - - - - - Low Income Hard on All

"The East has thousands of wheat farmers. For the most part, their acreages are small, but their wheat money is important to them just the same. They may not get loan on their wheat, but they DO need to get a decent price for it. And loans which protect the income of farmers in the wheat belt also protect the income of wheat growers in the East. But when wheat prices collapse NOBODY can get a decent return for wheat. Further, any such collapse would be a blow to agriculture generally. A low income for one group of farmers is hard on all farmers." -- EAST CENTRAL DIVISION, Radio Transcription, April 18, 1941.

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R. M. EVANS - - - - - 1900 Loaves

"If we used all our wheat to make bread, we'd have more than 1900 loaves for every family in the United States. The average family eats some 300 loaves a year." -- AAA ADMINISTRATOR, Farm and Home Broadcast, March 31, 1941.

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P R O G R A M R E C O R D

R. M. EVANS - - - - - World's Best Shelter

"For 3 years the wheat program has protected our farmers from the worst effects of the world wheat depression. The program we have developed is the best in the world. In spite of the big job that remains to be done, it has worked so well that a great many wheat farmers do not realize how they have been sheltered. Now the time has come when they can no longer ignore the serious world situation." -- AAA ADMINISTRATOR, Address at Enid, Okla., April 3, 1941.

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R. M. EVANS - - - - - Price Prop

"Don't be deceived by the present level of wheat prices. It is the farm program -- particularly the loan and the millions of bushels of wheat stored under loan -- that is holding up the price of wheat today. Don't forget that. The program is the prop that is absorbing the weight of our surplus wheat, and to cut off that prop is to invite disaster for hundreds of thousands of wheat farmers." -- AAA ADMINISTRATOR, Address at Enid, Okla., April 3, 1941.

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N. E. DODD - - - - - Program Protection

"The American wheat farmer isn't as far from the world market as he sometimes thinks. In the past, under normal conditions, the price of wheat in the United States was based on what our wheat would bring on the world market. Fortunately that hasn't been the case the last 3 years, when world prices have been the lowest in history. It's our wheat program that has spelled the difference. The wheat program has protected our farmers from the worst effects of the world wheat depression." -- WESTERN DIVISION DIRECTOR, Radio Transcription, April 10, 1941.

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WAYNE H. DARROW - - - - - Cooperation

"Most farmers have cooperated with the wheat adjustment program very well. The indicated acreage this year will be somewhat less than 63½ million acres. This is remarkably close to the acreage allotments of 62 million acres which were set to supply all our domestic and foreign markets plus an adequate reserve. The surplus this year has been brought about by the sudden stoppage of nearly all our farm exports following several favorable wheat years." -- DIRECTOR OF INFORMATION, Farm and Home Hour Broadcast, March 21, 1941.

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I. W. DUGGAN - - - - - Cotton and Tobacco

"We have had marketing quotas on cotton and tobacco for a number of years. A two-thirds favorable vote is necessary to put quotas in effect for any crop. Cotton growers have voted in favor of quotas in every referendum held. Flue-cured tobacco growers voted against quotas for the 1939 crop but the result was so disastrous that they turned right around and voted the quotas back in effect for the next crop. Growers of all of the important types of tobacco have been so impressed by the value of quotas that they have already approved a 3-year quota program for their crop." -- SOUTHERN DIVISION DIRECTOR, Radio Transcription, April 18, 1941.

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W I T H Q U O T A S

HARRY N. SCHOOLER - - - - - Plenty of Wheat

"Under the quota, all farmers will be able to sell as they always have, all they raise on their acreage allotment. Since the acreage allotment is designed to provide wheat enough for normal domestic needs, normal exports, and a 35 percent reserve, consumers have ample assurance that there will be plenty of wheat available at reasonable prices." -- NORTH CENTRAL DIVISION DIRECTOR, Statement for The Daily Pantagraph, Bloomington, Ill., April 17, 1941.

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N. E. DODD - - - - - Safety Valve

"When Congress drew up the farm act, it included several measures to aid the wheat farmer . . . They are the acreage allotment, the wheat loan, and marketing quotas. The allotment and the loan were intended for the normal course of events -- the allotment for keeping acreage in line with the normal changes in our wheat needs, and the loan for storing reserve supplies and for direct support of the wheat price. Marketing quotas were intended to be used only as a sort of safety valve for times of emergency. That's how the program is prepared to handle excessive supplies built up by above-normal yields or sudden decreases in the market." -- WESTERN DIVISION DIRECTOR, Radio Transcription, April 10, 1941.

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R. M. EVANS - - - - - No Money Raiser

"Now let me make this plain. If quotas carry and we collect more than a hatful of penalties, we will all be sorry. For the penalty on excess wheat is not supposed to raise money. All it's designed to do is keep this excess wheat off the market until it's needed." -- AAA ADMINISTRATOR, Radio Transcription, April 15, 1941.

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I. W. DUGGAN - - - - - A Unified Attack

"Approval of quotas will mean that wheat farmers, by their own voluntary action, have decided to control the flow of their crop to market. Quotas will enable them to conduct a unified attack on burdensome surpluses." -- SOUTHERN DIVISION DIRECTOR, Radio Transcription, April 18, 1941.

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A. W. MANCHESTER - - - - - Farmer's Part

"The quota vote gives wheat growers a chance to state whether they will themselves take the responsibility for doing their half of the job of keeping the prices of their product sound and stable. By providing loans at fair levels, the Government does its part in the farmer-government

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partnership -- it protects farmers' prices. By quotas, farmers do their part -- they protect the Government's loans." -- NORTHEAST DIVISION DIRECTOR, in "Facts for Northeast Committeemen," March 1941.

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HARRY N. SCHOOLER - - - - - Surplus in Storage

"Approval of the quota will enable farmers to keep part of the surplus in storage and off the market. In addition, the quota makes it possible to use the Government loan as a price support. In 1940 the loan and compliance payments gave program cooperators an average return twice as high as they would have received if they had been forced to sell their wheat on the world market." -- NORTH CENTRAL DIVISION DIRECTOR, Statement for the Daily Pantagraph, Bloomington, Ill., April 17, 1941.

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N. E. DODD - - - - - Protection for Majority

"The quota provides protection for the large majority of farmers who comply with the acreage allotment. They are working cooperatively to keep supplies on a sound basis, and the quota gives them some assurance that all their effort won't be cancelled out by a small minority flooding the market with surplus wheat. The quota simply puts all farmers -- cooperators and noncooperators alike -- on an equal footing." -- WESTERN DIVISION DIRECTOR, Radio Transcription, April 10, 1941.

W I T H O U T Q U O T A S

R. M. EVANS - - - - - Decent Price or Chaos

"If marketing quotas are approved in the referendum, then the American wheat farmer will have a chance to store some of America's grain until it's needed, and get a decent price on the rest of it. If quotas fail in the referendum, look out. For there is no choice if that happens. The price of wheat simply goes into a power dive and brings chaos to the wheat country. This is not a matter of speculation. It's a matter of cold fact." -- AAA ADMINISTRATOR, Radio Transcription, April 15, 1941.

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R. M. EVANS - - - - - The Choice

"We have only to look to the early thirties to see what a billion-bushel supply means without a program. Our price goes to the world

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level, and we sell our wheat for 35 cents a bushel or less. On the other hand, we have only to look to 1940 to see how a program can protect income in spite of a billion-bushel supply and in spite of dwindling export trade. Wheat farmers weren't forced to take the 40-cent world price. Through the farm program they got twice as much. There's the choice -- a program and price support or no program and price collapse. It's up to farmers themselves to decide how they want to meet the surplus problem." -- R. M. EVANS, AAA ADMINISTRATOR, Address at Enid, Okla., April 3, 1941.

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N. E. DODD - - - - - The Effect

"If wheat prices collapse, it won't be the wheat farmer alone who goes under. The effect will be felt in the towns and cities, in the factories and industrial centers -- it will affect all who look to the wheat grower as a potential customer or as a source of food." -- WESTERN DIVISION DIRECTOR, Radio Transcription, April 10, 1941.

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I N T H E A M E R I C A N W A Y

A. W. MANCHESTER - - - - - Application of Democracy

"The theory of democracy is that in essential matters a large majority may require a small minority to cooperate for the general good. The quota proposal is an application of this principle. It permits two-thirds or more of the wheat growers to require the cooperation of the rest in protecting the wheat market. The theory of democracy lists certain things -- opinion, speech, religion and so on -- as matters in which the individual is free. But democracy provides that in less personal matters the individual does not have a right to exercise freedom to do things that seriously injure the welfare of the great majority." -- NORTHEAST DIVISION DIRECTOR, in "Facts for Northeast Committeemen," March 1941.

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R. M. EVANS - - - - - Democratic, Fair, Effective

"Marketing quotas are democratic; they are employed only after two-thirds of all producers approve them in a referendum vote. Marketing quotas are fair; the formula which Congress has set up to apply them to individual farm treats everyone alike. Marketing quotas are effective; when there is sufficient inducement for participation and high enough penalties for non-compliance, they make certain that supplies are kept in line with all of the Nation's requirements." -- AAA ADMINISTRATOR, Address at Des Moines, Iowa, January 29, 1941.

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N. E. DODD - - - - - Way to Fair Price

"... to the wheat farmer I say: You have in your hands the tools to assure yourself a fair price for wheat." -- WESTERN DIVISION DIRECTOR, Radio Transcription, April 10, 1941.

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R. M. EVANS - - - - - Exercising Right

"Marketing quotas are the American answer to a surplus emergency. The wheat farmers will decide whether or not they want to use them. In making their decision, the farmers are exercising their rights in our economic democracy." -- AAA ADMINISTRATOR, Address at Enid, Okla., April 3, 1941.

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WAYNE H. DARROW - - - - - Final Answers Safer

"I think it should make all of us proud to live in a country where these large farm problems are met in a democratic way. The solutions are slower but they are worked out by the farmers themselves and the final answers will be safer." -- DIRECTOR OF INFORMATION, Farm and Home Hour Broadcast, March 21, 1941.

